

# The Role of Wonderful Indonesia Website in Supporting Digital Tourism Marketing: Performance Analysis and Its Impact

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## Abstract

This study examines the role of the Wonderful Indonesia website ([www.indonesia.travel](http://www.indonesia.travel)) in supporting digital tourism marketing and its impact on foreign tourist arrivals. Utilizing a descriptive quantitative approach, the research analyzes the website's performance using digital marketing tools, specifically [app.neilpatel.com](https://app.neilpatel.com), to evaluate key metrics such as website traffic, SEO performance, and keyword rankings. The study reveals that the website has achieved significant organic traffic, generating 6 million organic visitors and maintaining a strong domain authority score of 69. Popular keywords including "Indonesia," "Labuan Bajo," "Sanur Bali," and "Bromo Mountain" rank highly in search results, driving substantial traffic to the site. Analysis of monthly traffic data from September to December 2024 shows a gradual decrease in visits from 11.5 million to 6.4 million, although the website maintained significant engagement throughout this period. The research correlates these digital metrics with data from Badan Pusat Statistik (BPS), which reported corresponding declines in foreign tourist arrivals during the same period. Despite the website's high traffic and strong digital presence, the findings suggest that digital marketing efforts alone may not be sufficient to convert website visits into increased tourist arrivals, indicating the need for an integrated approach to digital marketing strategies.

**Keywords:** Wonderful Indonesia, Tourism Promotion, Digital Tourism Marketing, Website Performance Analysis

## 1. Introduction

Tourism has become one of the key contributors to global economic growth, with digital marketing playing an increasingly important role in attracting travellers and promoting destinations. The development of technology, particularly in the digital era, has transformed how countries present themselves to international and domestic audiences. One of the primary tools for promoting tourism digitally is the official tourism website. For Indonesia, this role is fulfilled by <https://indonesia.travel/>, commonly referred to as the Wonderful Indonesia website, which is managed by the Ministry of Tourism and Creative Economy of the Republic of Indonesia.

As the official gateway to Indonesia's diverse tourism offerings, the Wonderful Indonesia website serves multiple purposes. It is not only a repository of information about destinations, cultures, cuisines, and travel tips but also acts as a strategic tool for implementing digital marketing campaigns aimed at positioning Indonesia as a premier travel destination. The website targets a global audience, delivering its content in multiple languages to ensure accessibility and inclusivity. With tourism being a significant contributor to Indonesia's GDP—accounting for approximately 4.1% in 2022 according to the World Bank—the effectiveness of its digital marketing efforts, including the performance of the Wonderful Indonesia website, is of paramount importance (World Bank, 2023).



The significance of the Wonderful Indonesia website is evident in its alignment with the government's broader initiatives. The Ministry of Tourism has launched numerous campaigns, such as "10 New Bali Destinations" and "Indonesia Care," which leverage digital platforms, including this website, to promote sustainable tourism and boost post-pandemic recovery efforts (Ministry of Tourism and Creative Economy, 2022). According to the official statistics from the Ministry of Tourism, Indonesia attracted 15.8 million international visitors in 2019, prior to the COVID-19 pandemic, with digital platforms playing a crucial role in marketing. While the pandemic caused a steep decline in tourism activities, the recovery phase has seen renewed efforts in leveraging digital strategies to revive the sector (UNWTO, 2022).

This study aims to analyze the performance of the Wonderful Indonesia website as a digital marketing tool for tourism promotion. Performance metrics such as traffic volume, user engagement, search engine optimization (SEO), and content effectiveness will be evaluated to understand the website's role in attracting and engaging tourists. Furthermore, the study will assess the website's impact on Indonesia's tourism industry by examining its contribution to increasing awareness, tourist arrivals, and overall branding of the country as a destination.

In addition to performance analysis, this research seeks to understand the challenges faced by the website in the competitive digital tourism landscape. With neighbouring countries like Malaysia, Thailand, and Vietnam investing heavily in their tourism websites, Indonesia must ensure that its platform is not only functional but also competitive in terms of content quality, user experience, and search visibility. For example, Malaysia's tourism website emphasizes personalized itineraries, while Thailand's platform heavily integrates social media campaigns (Statista, 2023). A comparative analysis will provide insights into potential areas of improvement for the Wonderful Indonesia website.

This study is built upon reliable and up-to-date sources to ensure the validity of its findings. Data from official platforms /tools such as app.neilpatel.com reports will be utilized to measure the website's performance objectively. Additionally, global tourism trends and data from reputable organizations like the World Bank, UNWTO (United Nations World Tourism Organization), and Statista will provide a broader context for the research.

The indonesia.travel website, managed by the Ministry of Tourism and Creative Economy of the Republic of Indonesia, serves as the country's primary platform for digital tourism marketing. However, questions remain regarding its performance and impact on attracting international tourists. This research seeks to address key issues such as the effectiveness of the website in reaching global audiences, measured through performance metrics like visitor traffic, user engagement, and SEO rankings. Additionally, it will examine the extent to which the website influences the number of international arrivals, using data from Indonesia's Central Bureau of Statistics (Badan Pusat Statistik or BPS) to establish a correlation between digital marketing efforts and tourism growth.

The study also aims to position indonesia.travel in a competitive regional context by comparing its features and effectiveness with the official tourism websites of neighbouring countries like Malaysia and Thailand, which are known for their advanced digital strategies. Furthermore, the research will explore challenges faced in managing the website, such as content quality, user experience, and technical optimization, and will propose strategic recommendations for improvement. By addressing these objectives, the study intends to highlight the critical role of indonesia.travel in promoting Indonesia's tourism sector while identifying opportunities to maximize its impact in an increasingly competitive digital landscape.

Through this research, it is hoped that the role of the Wonderful Indonesia website in supporting digital tourism marketing can be clearly defined. By identifying its strengths and areas for improvement,

this study aims to contribute to the development of strategies that enhance the website's effectiveness as a digital marketing tool and, consequently, support the growth of Indonesia's tourism industry.

## 2. Literature Review

The Wonderful Indonesia campaign has become a cornerstone of Indonesia's tourism branding strategy, utilizing both offline and online channels to promote the country's cultural and natural attractions. Rosadi & Ikom (2021) emphasize that the campaign leverages digital media tools to reinforce Indonesia's national branding, positioning the country as an attractive and competitive global tourist destination. They argue that digital platforms such as websites and social media have significantly amplified Indonesia's tourism visibility by reaching diverse audiences, especially international travellers. Similarly, Nasution et al. (2020) highlight the importance of outdoor and digital media promotions, noting that the Wonderful Indonesia branding positively influences the perception of foreign tourists by creating a strong, recognizable identity.

From a global perspective, Rudenko & Tedjakusuma (2018) discuss the visibility of the Wonderful Indonesia campaign among European audiences. Their study identifies several challenges, including limited awareness of Indonesia as a tourism destination despite the increasing use of digital marketing strategies. They emphasize that websites like *indonesia.travel* must improve their content and technical accessibility to appeal to specific international markets, such as Europe. Adams (2018) further expands on this by exploring the socio-economic context of Indonesia's tourism initiatives. She argues that while digital campaigns like Wonderful Indonesia are effective in boosting awareness, they must address deeper structural issues, such as ensuring consistent messaging and inclusivity in the representation of Indonesia's diverse regions.

The usability and effectiveness of the *indonesia.travel* website have also been the focus of prior studies. Yunus & Tanuar (2018) conducted usability testing on the website and found that while it is visually appealing, there are gaps in its user interface, navigation, and language options that can hinder its global appeal. Similarly, Nugraha & Sudirman (2019) demonstrated that the quality of a tourism website, including its content relevance, functionality, and design, significantly influences foreign tourists' decisions to visit Indonesia. Their findings suggest that improvements in the technical and aesthetic aspects of *indonesia.travel* could enhance its impact on tourism promotion.

Priskila (2019) underscores the role of online marketing and social media in promoting the Wonderful Indonesia brand. She argues that integrating website content with social media campaigns can create a more holistic and effective digital marketing strategy. This aligns with the broader discussion by Vyas (2019), who evaluates state tourism websites using search engine optimization (SEO) tools and concludes that well-optimized websites tend to perform better in attracting traffic and converting visitors into actual tourists. This perspective is echoed by Pan (2015), who highlights the power of search engine rankings in influencing tourists' decisions. He stresses the need for tourism websites to prioritize SEO to achieve higher visibility in competitive digital landscapes.

Finally, Wijaya (2024) provides a comprehensive analysis of the role of official websites in promoting national tourism products. Her thesis highlights that website like *indonesia.travel* are not merely informational platforms but also crucial tools for fostering emotional connections with potential tourists. She emphasizes that such platforms must integrate user-centric designs, personalized content, and real-time updates to remain relevant and competitive.

In summary, the existing literature reveals a consensus on the pivotal role of the Wonderful Indonesia campaign and the *indonesia.travel* website in promoting Indonesian tourism. However, gaps remain in terms of usability, technical optimization, and tailored marketing strategies for specific

international audiences. By analyzing the performance of indonesia.travel and its impact on international arrivals, this study aims to address these gaps and provide actionable recommendations for enhancing its effectiveness.

### 3. Methods

This study applies a quantitative descriptive research method to evaluate the performance of the official website of the Ministry of Tourism, Republic of Indonesia, indonesia.travel, and its impact on international tourist arrivals. According to Sugiyono (2015), quantitative descriptive research focuses on describing data numerically to identify patterns, relationships, and insights within a specific subject. This approach is suitable for assessing website performance metrics and their implications for digital tourism marketing.

To analyze the website's performance, the research utilizes the app.neilpatel.com tool, a widely recognized platform for website performance analysis. This tool provides detailed insights into Website Analytics, SEO metrics, and traffic performance, which are critical in determining the effectiveness of the digital platform in reaching its target audience. The data gathered includes key metrics such as organic traffic volume, domain authority, bounce rates, and keyword performance. These indicators are then contextualized to measure how effectively the website aligns with the objectives of the Wonderful Indonesia campaign.

The second part of the analysis involves correlating the website traffic data with international tourist arrival statistics sourced from the Central Statistics Agency of Indonesia (Badan Pusat Statistik, BPS). This comparative analysis aims to identify the potential relationship between the website's performance and the number of foreign visitors to Indonesia. By examining trends in traffic and visitor data, the research seeks to uncover whether a high-performing website significantly contributes to attracting international tourists.

The integration of website analytics and tourism data provides a comprehensive view of the digital marketing strategy's effectiveness. This methodological framework adheres to the guidelines for conducting descriptive research as outlined by Creswell & Creswell (2014), who emphasized the importance of connecting measurable data to broader phenomena for a robust analysis.

### 4. Results and Discussion

In this section, the performance of the Wonderful Indonesia website is analyzed in detail, followed by a discussion of its impact on foreign tourist arrivals. The analysis covers key metrics such as website traffic, SEO performance, and the rankings of popular keywords, using tools like app.neilpatel.com for data collection. These insights are then compared with the official Badan Pusat Statistik (BPS) data on international tourist arrivals to Indonesia, allowing us to assess the correlation between the website's digital performance and actual tourism trends. By examining these data points, this section aims to provide a deeper understanding of how effective digital tourism marketing, via the Wonderful Indonesia platform, is in attracting and influencing international visitors to Indonesia.

#### 4.1. Research Results

##### 4.1.1. Overview of the Wonderful Indonesia Website

The Wonderful Indonesia website (www.indonesia.travel) serves as the official digital platform for the Ministry of Tourism and Creative Economy to promote Indonesia's tourism offerings. As a primary tool for international marketing, the website highlights a wide array of Indonesia's tourist

destinations, cultural experiences, and unique attractions. Its goal is to provide comprehensive and up-to-date information for potential visitors worldwide. The website is designed to engage both first-time and repeat travelers by showcasing the country's diverse landscapes, heritage, and the richness of its cultural traditions.

In order to cater to a global audience, the website is available in multiple languages, ensuring accessibility for users across different regions. The platform makes use of high-quality visuals, captivating videos, and informative articles to illustrate Indonesia's beauty and appeal. It also features user-friendly navigation, enabling potential tourists to easily explore travel options, plan itineraries, and gain insights into Indonesia's tourism offerings. Through these strategies, the Wonderful Indonesia website plays a key role in supporting the country's national branding and promoting tourism, positioning Indonesia as an attractive and competitive destination in the global tourism market.

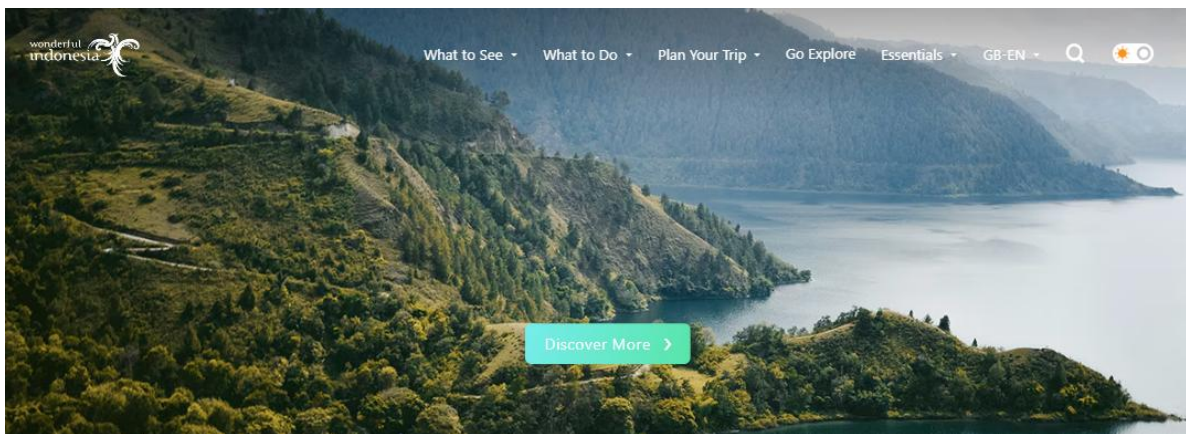


Figure 1. Wonderful Indonesia Website

#### 4.1.2. Website Performance of Wonderful Indonesia

##### A. Overview

The performance of the Wonderful Indonesia website can be assessed through various key metrics obtained from app.neilpatel.com, a tool that provides in-depth Website Analytics, SEO Metrics, and Traffic Data.

Organic Traffic: 6 million visitors

Organic Keywords: 229,424

Domain Authority: 69

Backlinks: 4,169,617

##### Traffic Overview : <https://indonesia.travel/>

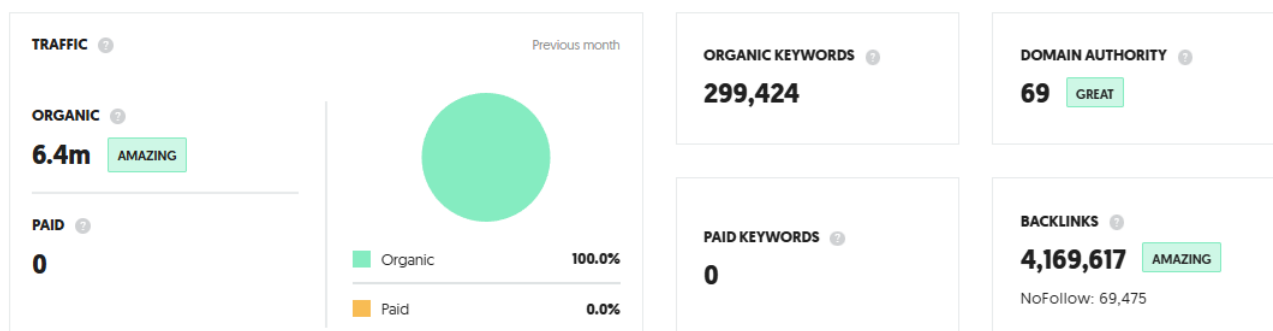


Figure 2. Performance Overview of Wonderful Indonesia Website



These figures indicate a robust online presence, as the website is effectively ranking for a wide range of search terms related to Indonesian tourism. The high domain authority suggests that the site is seen as credible and authoritative in the tourism sector.

## B. Monthly Traffic

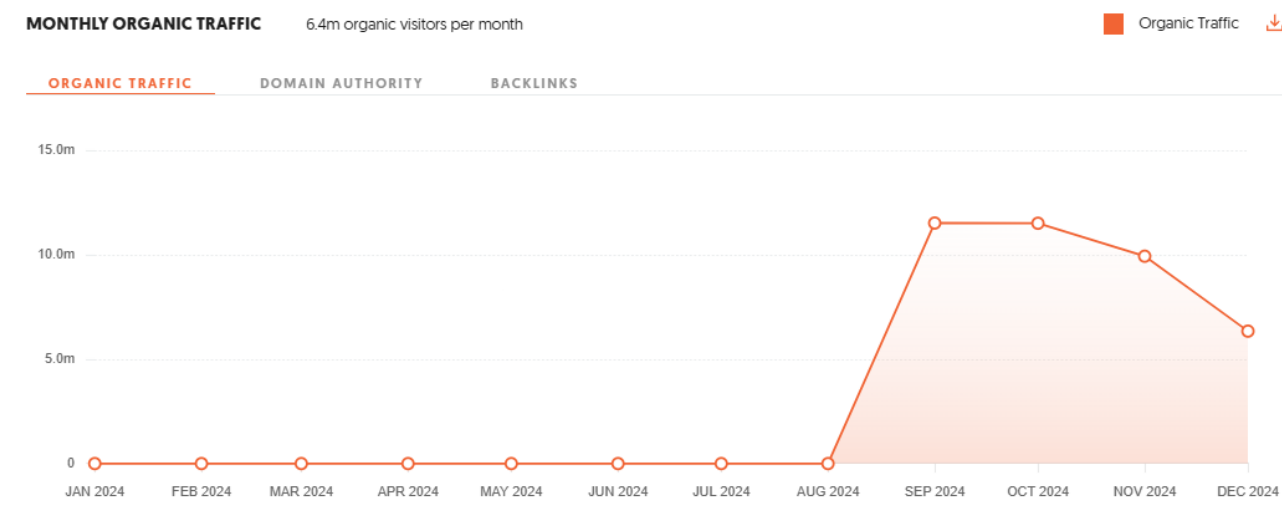
Website traffic over recent months is as follows:

September 2024: 11.5 million visitors

October 2024: 11.4 million visitors

November 2024: 9.9 million visitors

December 2024: 6.4 million visitors



**Figure 3. Monthly Traffic Overview of Wonderful Indonesia Website**

The traffic fluctuations suggest seasonal variations in the volume of website visits. These trends likely correlate with global travel patterns and the effectiveness of digital marketing campaigns.

## C. Top SEO Keywords and Rankings

Below are the top-performing SEO keywords for the Wonderful Indonesia website:

**Table 1. Top SEO Keywords and Rankings Wonderful Indonesia Website**

SEO Keywords	Volume	Position	Estimated Visits
Indonesia	1.8 million	3	405,335
Indonesian	1.8 million	4	340,204
Labuan Bajo	135,000	1	18,619
Sanur Bali	135,000	1	18,619
Pura Tanah Lot	246,000	2	17,388
Bromo Mountain	165,000	2	17,388

These keywords are not only highly relevant to popular tourist destinations in Indonesia but also drive substantial traffic to the website. The high search volume and ranking positions for key terms like "Indonesia," "Indonesian," and specific locations such as "Labuan Bajo" and "Sanur Bali" reflect the website's ability to effectively capture online searches related to Indonesian tourism.

#### 4.1.3. Foreign Tourist Arrivals Data from BPS (Central Statistics Agency)

The number of foreign tourist arrivals to Indonesia in the months of September to November 2024 is as follows:

**Table 2. Foreign Tourist Arrivals to Indonesia (September - November 2024)**

Month	Year	Number of Visitors (in millions)
September	2024	1.28
October	2024	1.19
November	2024	1.09

Source: Badan Pusat Statistik (BPS), 2024

This data, obtained from the Badan Pusat Statistik (BPS), indicates the volume of international tourists visiting Indonesia during this period. While there is a clear decrease in foreign arrivals over the months, these figures can potentially be compared to the website traffic data to explore the correlation between online marketing efforts and actual tourist visitation.

This section ties together the website performance metrics with the number of international tourist arrivals, allowing for a more thorough analysis of the impact of the Wonderful Indonesia website on tourism.

## 4.2. Discussion

The objective of this research was to analyze the performance of the Wonderful Indonesia website and its impact on international tourist arrivals. By comparing data from the website's performance metrics and foreign tourist arrivals recorded by the Badan Pusat Statistik (BPS), the study aims to understand the correlation between website traffic and the increase in international visitors to Indonesia. The following is a detailed discussion on the findings, along with connections to relevant literature and theories.

### 4.2.1. Website Performance and Its Impact on Tourism

From the data collected, the Wonderful Indonesia website exhibits strong performance metrics, with 6 million organic visitors, 229,424 organic keywords, and a domain authority of 69. This suggests that the website ranks highly in search engine results for relevant tourism-related terms and is effectively positioned as an authoritative source of information. According to Vyas (2019), a high domain authority and strong SEO rankings are essential indicators of a website's ability to attract and engage visitors, especially in a competitive field like tourism marketing. These metrics imply that the Wonderful Indonesia website successfully drives traffic from global users seeking information about travel destinations in Indonesia.

When examining the monthly traffic figures, a significant fluctuation is observed, with a peak of 11.5 million visitors in September 2024 and a drop to 6.4 million visitors by December 2024. These fluctuations are likely due to the seasonality of tourism, a phenomenon discussed by Adams (2018), which suggests that peak travel seasons typically coincide with higher web traffic, reflecting the increased interest in visiting Indonesia during these times. The drop in traffic in December could be attributed to the end of the peak travel season, where online searches for Indonesian tourism tend to diminish. This aligns with Nasution et al. (2020), who observed that seasonal fluctuations in tourism demand could directly influence digital marketing efforts.

The SEO keyword data further supports the high visibility of the website in online searches. The top-performing keywords, such as "Indonesia," "Indonesian," and popular destinations like "Labuan bajo" and "bromo mountain," highlight that the website is successfully attracting users searching for

specific destinations in Indonesia. According to Pan (2015), high rankings for relevant keywords directly contribute to organic traffic and increase the likelihood of turning web visits into actual tourist arrivals. The estimated visits from the top-ranking keywords, such as 405,335 visits from the keyword "Indonesia," are indicative of the website's ability to capture the attention of potential tourists.

#### **4.2.2. Correlation Between Website Performance and Foreign Tourist Arrivals**

To understand the relationship between website performance and international tourist arrivals, the study also examined tourism data from BPS, showing the number of foreign visitors to Indonesia in the same period. The data revealed 1.28 million foreign tourists in September, 1.19 million in October, and 1.09 million in November 2024. This declining trend in tourist arrivals is noteworthy and raises questions about the direct impact of website traffic on actual visits to Indonesia.

The discrepancy between the peak website traffic in September (11.5 million) and the steady decline in foreign tourist arrivals suggests that while the website is successful in attracting global attention, other factors may be influencing the actual decision to visit Indonesia. Yunus & Tanuar (2018) discussed that while website usability and digital marketing strategies can significantly impact tourists' awareness and interest, the final decision to travel often involves factors such as travel costs, flight availability, and global events that may affect travel behavior.

Furthermore, the decline in website traffic and tourist arrivals toward the end of the year could also point to external factors like economic conditions or global travel restrictions, as observed in Rudenko & Tedjakusuma (2018), who emphasized the role of global socio-economic conditions in shaping tourism patterns.

#### **4.2.3. Implications for Digital Tourism Marketing**

The findings indicate that while the Wonderful Indonesia website plays a crucial role in promoting Indonesia as a tourism destination, its impact on international tourist arrivals is influenced by a complex interplay of various factors. It is clear that the website has a strong digital presence, but further research could explore how other aspects of digital tourism marketing, such as social media campaigns or partnerships with travel agencies, complement the efforts of the website in driving tourist arrivals.

In line with the literature, Priskila (2019) highlighted the effectiveness of integrated digital marketing strategies, including SEO, social media marketing, and online content marketing, in boosting both website traffic and the likelihood of tourist visits. Thus, while the website's strong performance metrics suggest that it plays a key role in attracting interest, a broader and more holistic approach to digital marketing may be necessary to translate web traffic into actual tourist visits. This discussion section interprets the data on website performance and tourist arrivals in the context of existing literature, offering insights into the dynamics between digital marketing and tourism trends.

## **5. Conclusion**

In conclusion, this study provides a comprehensive analysis of the performance of the Wonderful Indonesia website and its impact on foreign tourist arrivals to Indonesia. The findings reveal that the website has a strong digital presence, with impressive SEO rankings, significant organic traffic, and high domain authority. These factors indicate that the website is effective in attracting global attention and raising awareness about Indonesia as a tourist destination.

However, while the website attracts millions of visitors, the correlation between website traffic and the actual number of international tourist arrivals from September to November 2024 presents a more complex picture. Despite peak traffic in September, the number of foreign tourist arrivals showed



a gradual decline, suggesting that digital marketing efforts alone may not be sufficient to drive higher tourist visits. External factors such as economic conditions, seasonal variations, and global travel restrictions may also influence the final decision to travel.

This research emphasizes the importance of digital marketing strategies, not only in driving traffic to tourism websites but also in converting that traffic into tangible results. The Wonderful Indonesia website is an essential tool for promoting Indonesia as a global tourism destination, but it should be integrated with other marketing strategies, including social media and partnerships with industry players, to maximize its potential in boosting tourist arrivals.

Future studies could further explore the effectiveness of multichannel marketing strategies and their impact on tourism, as well as investigate other variables that might contribute to fluctuations in tourist arrivals. Overall, this research highlights the evolving role of digital tourism marketing and the need for a more integrated approach to attract and retain international visitors.

This section should include the names of individuals who contributed to the research, including those who offered language assistance, writing support, proofreading services, and any other relevant help.

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